

## LOGO SKETCHES



These are some examples of early sketches I came up with for one of our team name candidates, which was X3. These sketches explore the idea of combining multiple elements to be something more than the sum of its parts.



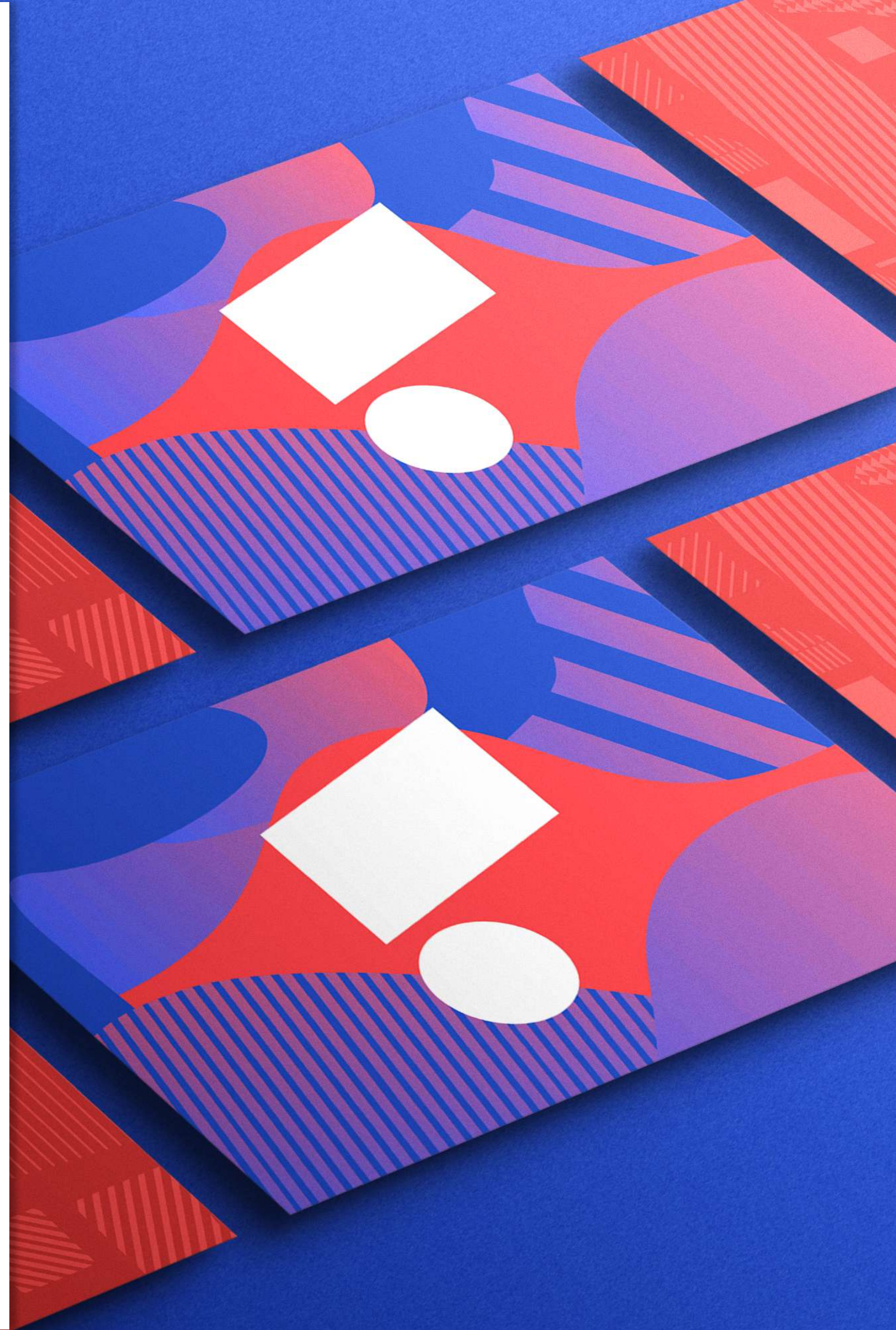


## CASE STUDY

# Fabric UX

A complete brand identity for an ads team at Google, built to bring together what was three teams under one new identity.

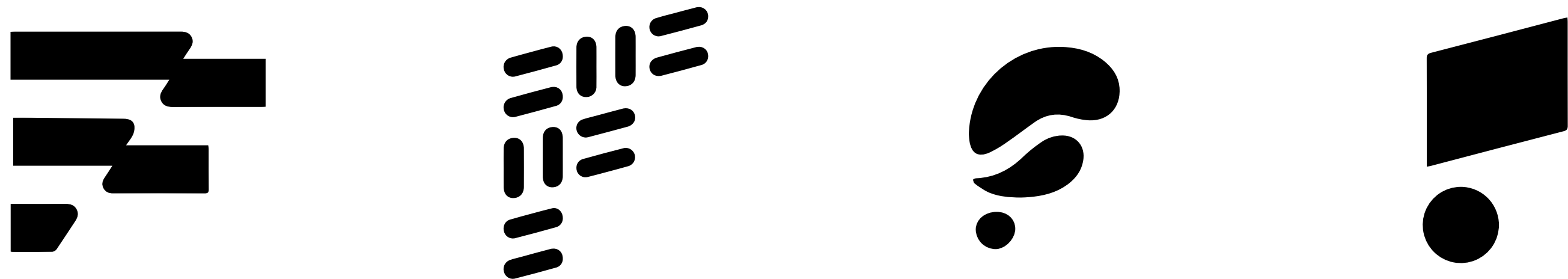
- Product Design
- Visual Design
- Illustration





## LOGO SKETCHES

Wireframes validated with team members were made into high fidelity mocks, which then went into user validation testing.



These are examples of some of the iterations I came up with that made it to higher fidelity. You can see elements of woven together-ness and a combination of personable-ness and polishedness.

## ABOUT FABRIC UX

Fabric UX is a **brand identity** formed to bring together what was three separate teams under one new brand.

## THE TEAM



Design



PM




Director

I led the team as **visual designer**, working alongside a senior visual designer who mentored me. I also worked with a PM and we reported to the director of Fabric UX, who we often got signoff and feedback from.


## THE PROBLEM

Three teams in Google Ads were merging together under a new director and didn't have a cohesive brand identity.

## OBJECTIVES



Create a brand  
that 40+ people  
can feel united  
under



Create a brand  
extendable to all  
platforms and will  
last years

The objectives of this redesign were twofold.

## STRATEGY

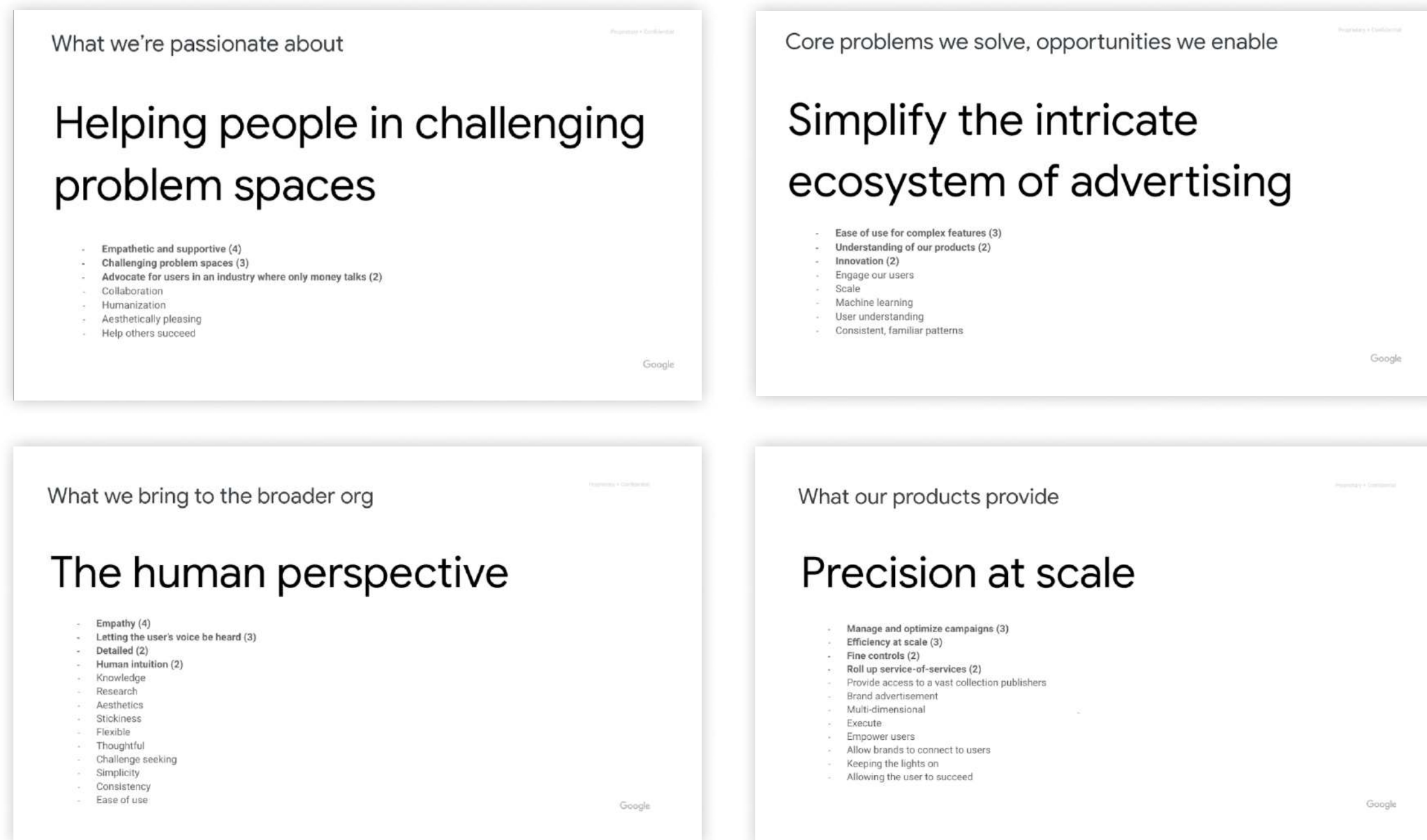
Establish a brand new **mission statement** and **purpose** to unite the new team.

Learn how team members view themselves through branding **workshops**.

Craft a new team **name**, **logo**, and complete visual branding **system**.

## SURVEYS

I conducted surveys to get a feel for the team to create a new **mission** and **purpose**.



I took survey results and compiled them into general themes with affinity mapping.



FINISHED PRODUCT

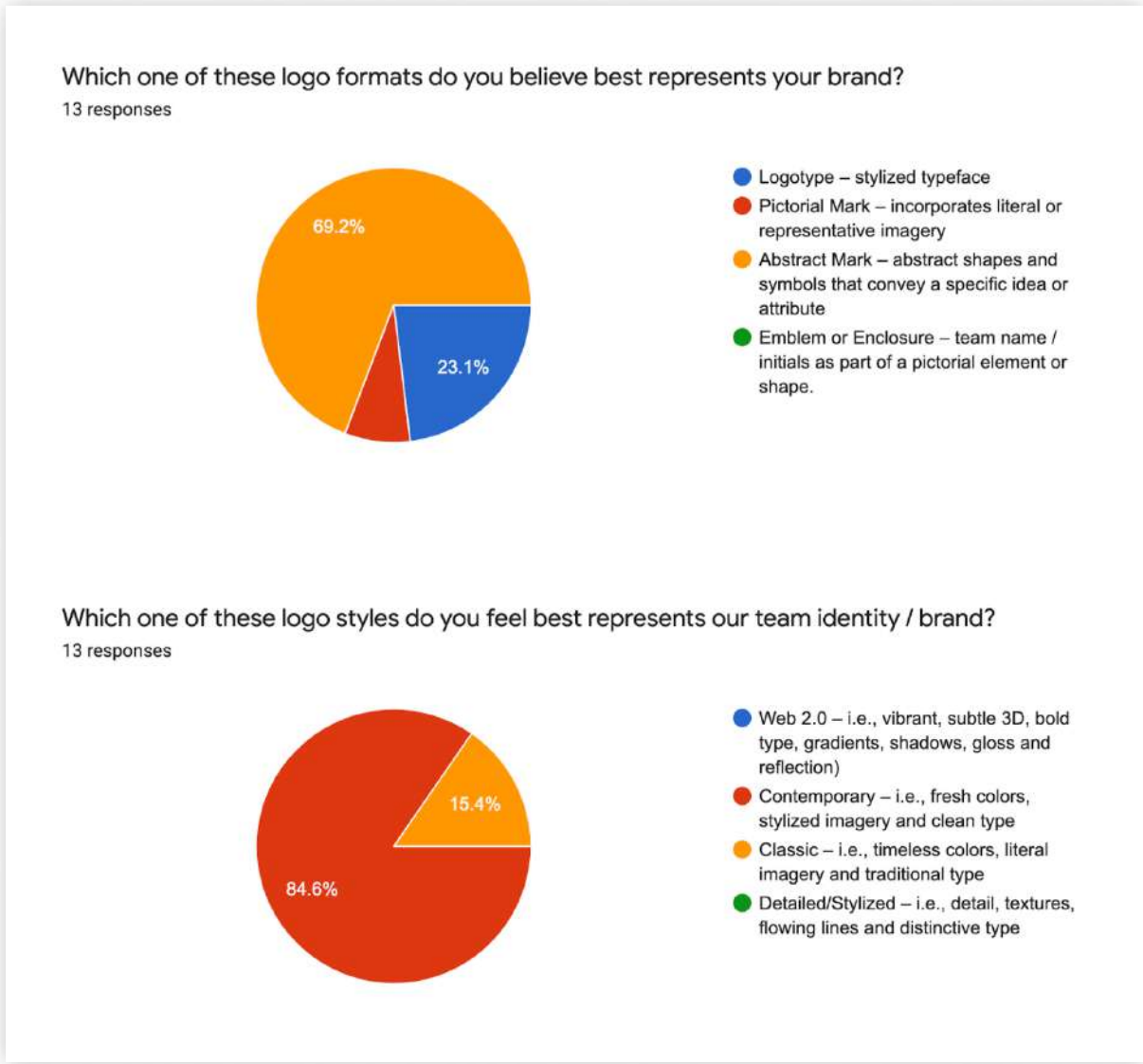
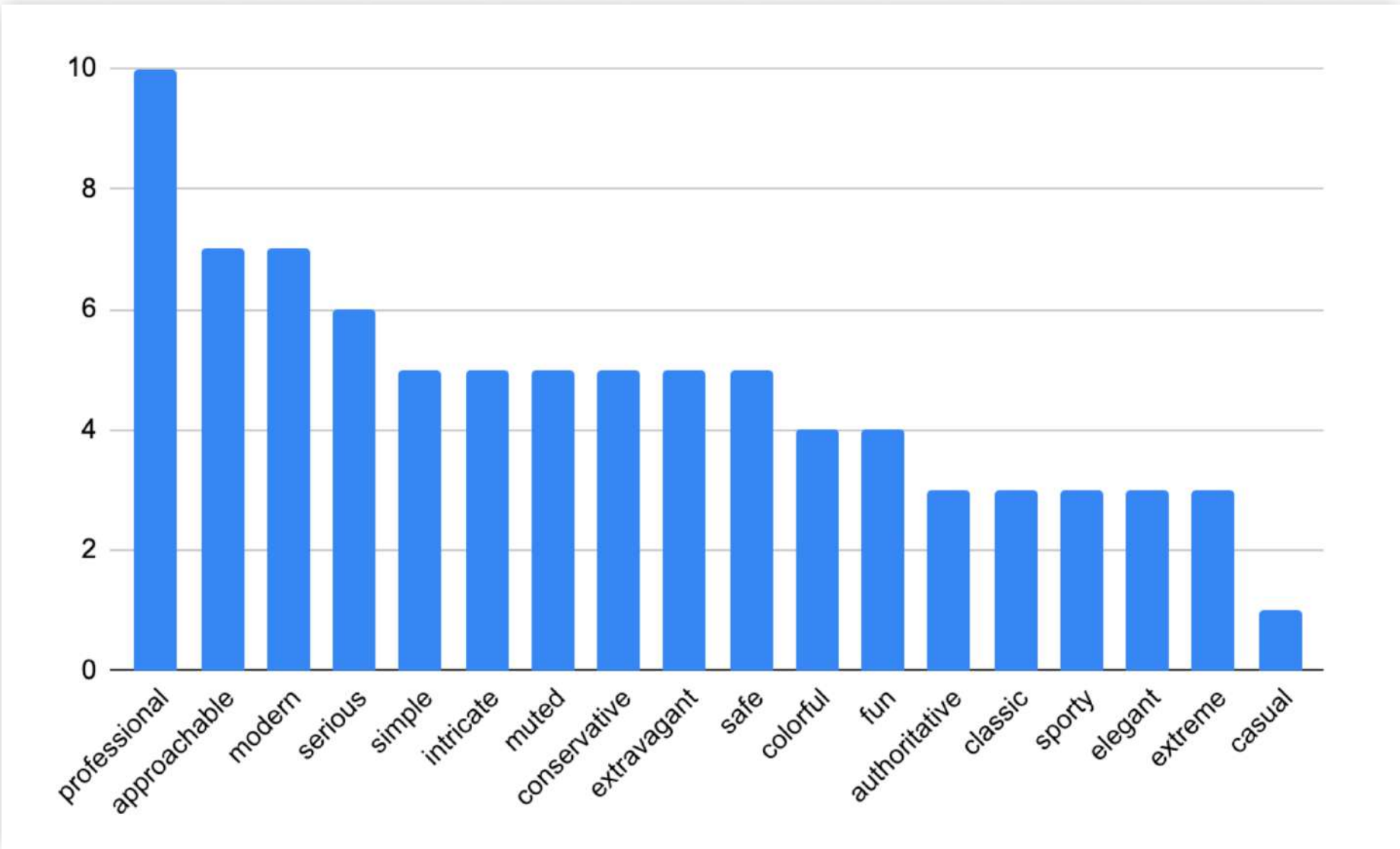


The entire process from initial ideation to final lockup took about 3 months to complete.



SURVEYS

I also surveyed the team for **words** they felt fit the image that they wanted to present.



I graphed words against the number of team members who liked it as a brand descriptor.

NAMING WORKSHOP

I ran a fully remote **naming workshop** to find a team name that was fresh and perfectly fit the team's identity.

### Name suggestions

- Roll-up
- Cake Cake Cake
- Fruity Pebbles
- Lay0rz
- Lattice
- Cabbage
- Molehill
- 360
- Supermixer UX
- Composite UX
- PlaidUX

- Tartan
- AdMix
- Expanse UX
- AdVizer
- AdMerged
- Prize
- Pike UX
- X3
- HumanX/HumynX/HX
- Home and Beyond
- DV3

Brand attributes

Professional

Modern

Approachable

Serious

Words to describe our image:

Creative

Polished

Adaptable

Unified

Trusted

Top naming type

Inventive

Mission

Empower brands and agencies to effectively reach audiences by crafting innovative, precise, and reliable advertising technology.

Purpose

Bring the human perspective to the advertising ecosystem.

Values

Trust each other.

Support each other.

Empower each other.

Take risks.

"ENTERPRISE" NAME

IDEAS

- 360
- ENT-UX
- Prize/Prize UX
- X3

"PROFESSIONAL" NAME

IDEAS

- Pro
- Boss
- Specialist
- Pike
- Temence
- Exec
- Corner office

Prize

PrintUX

Priz

DVS3

Audience

Buysyde

BUX

Profesh

ProdUX

UX Inventive

Eos

Aurora

Conduit

Xenon

Ad[something]

[Something] UX

DiveUX (Display VidEo)

ViewUX vuux

Mesh UX, Hub UX, Vision UX

Fuse UX

Served

SERV/ICE

ENTReach

AdvENT

ServUX

ENTER/UX

ENT/UX

ENTER/

/ENT

PRIX

Bakery

Patisserie

Central UX

Metro UX

Forge

Link UX

Fusion

BrandX

Acme, ApeX

XPro

(Bloom, Reach)

Seed UX

(Agency, Bloom)

Branch UX

(Precision)

X3, UX360

- experience, precision, cross-product

Accuracy

PinPoint

Salad

Sprout

Nursery

Greenhouse

BrandNewX

PushUX

X3

UnifyX

(BLOOM UX)

Branch UX

But UX

Grow UX

Pollinate UX

(PRIZE)

PRISE

PRIZE

PRIX

meshd

Flock ux

bouquet

(X3)

X3

X360

XTEAM360

XBOX

MESH

ENTER/

PRIZE / PRIZE / PRIX

FLOCK

Soma

also *flames backwards*

Trunk

Seed UX

Fuse UX

X3... or X360

experience, precision, cross-product

Seed UX, or Branch UX

REACH UX | Enterprise Advertiser UX

PrizeUX

AdvEnt

Fuse UX

Flock UX (seems to tie into Reach and Bloom)

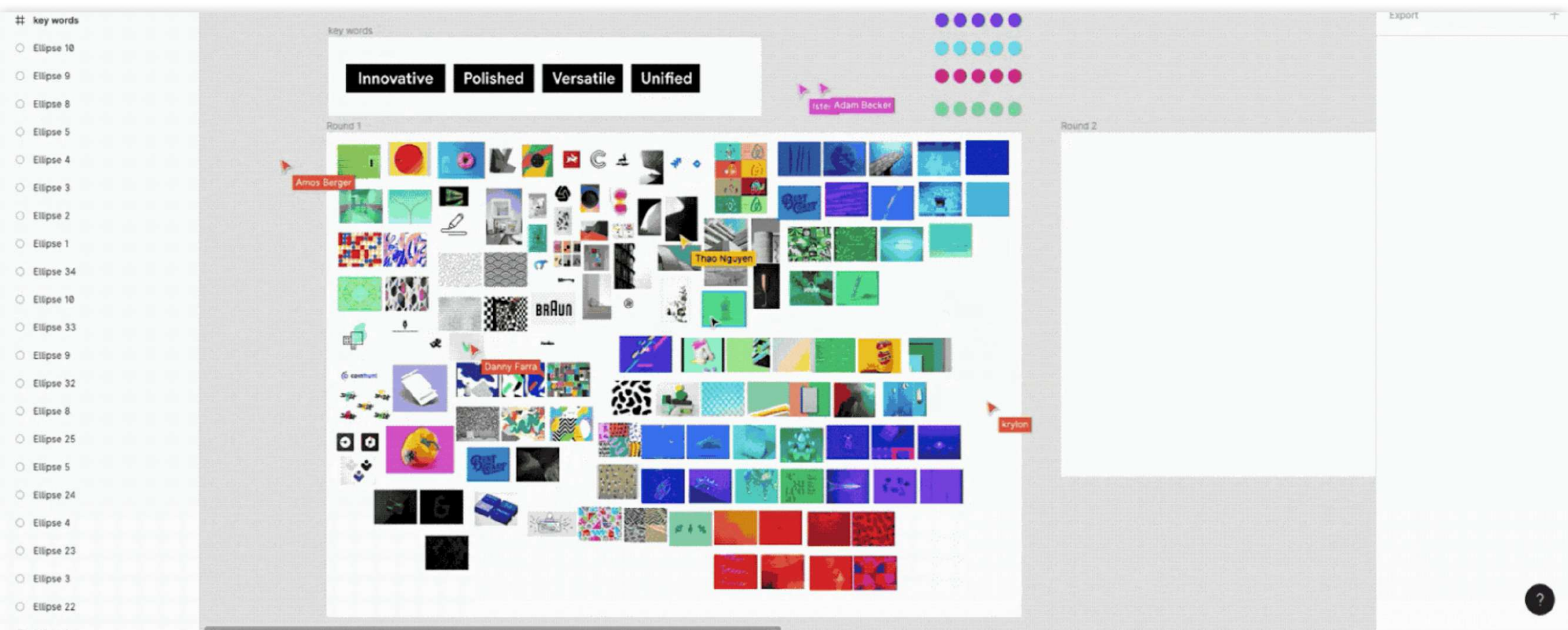
NTRPRS | UX

- X3
- Flock
- Mesh
- Bouquet



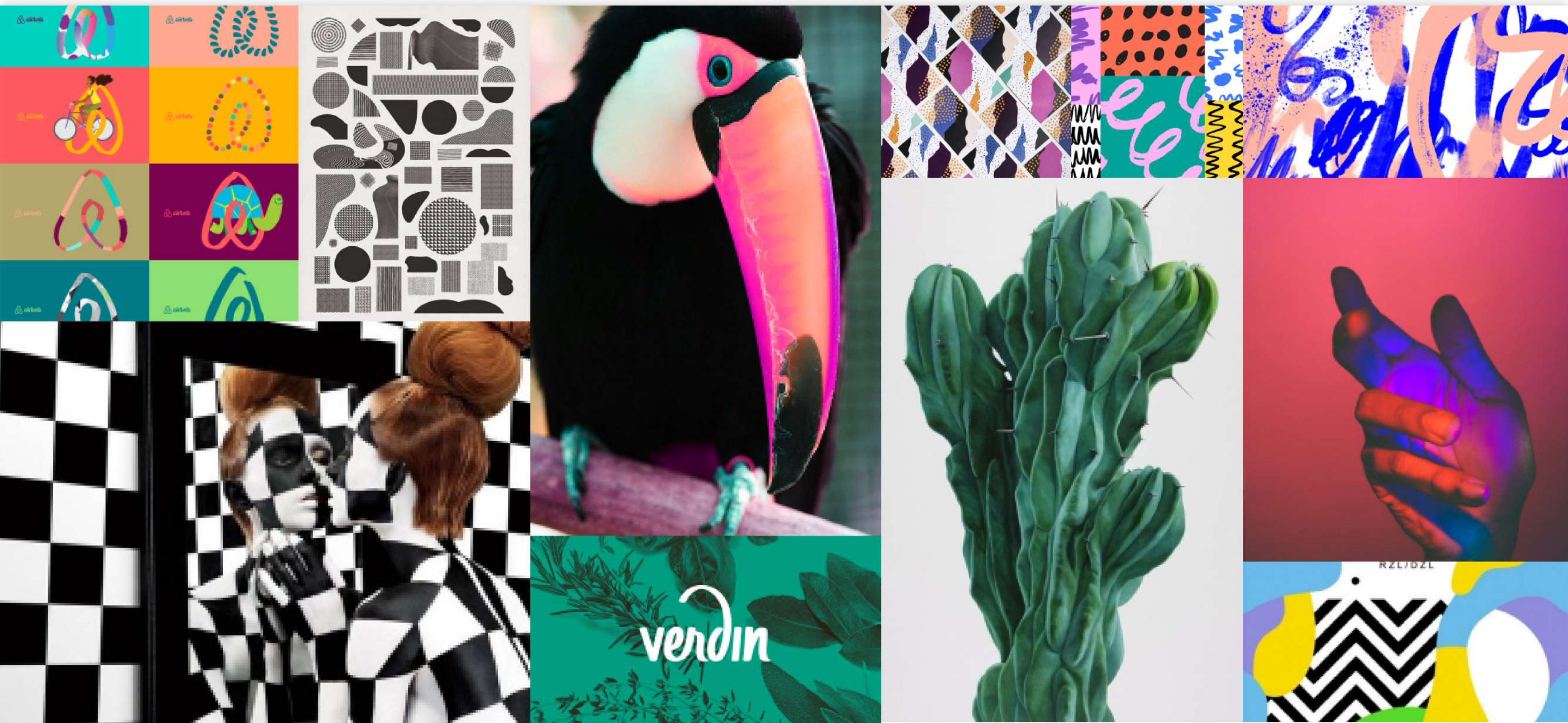
## VISUAL WORKSHOP

I also ran a fully remote [visual workshop](#) to create a mood board for the brand.





## MOOD BOARD



**Innovative**

**Polished**

**Versatile**

**Unified**

From the moodboard, I could tell that the team resonated with vibrant colors and a combining of organic curves with clean straight lines.



“

Thao helped lead the multi-quarter effort to develop our Fabric UX team identity and brand.

She facilitated virtual surveys and exercises to define our mission, purpose, and brand attributes.

She helped shape the art direction, motion attributes, our new logo, patterns, and brand identity.

Because of Thao's work, the team has a team and brand identity we can all be proud of. Thank you Thao!

”

— Fabric UX director